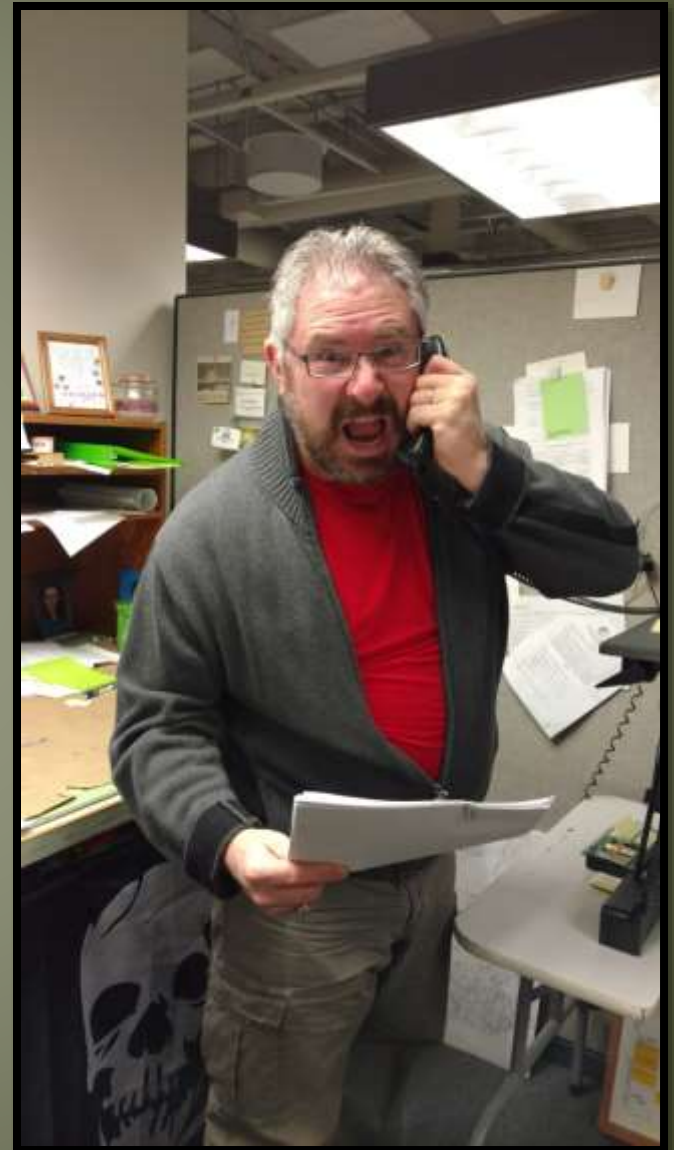


Yes You Can!

Strategies to Motivate
Change



Why?

My goal today is to give you tools to help you change behaviors so that you can better protect the environment and public health.



What?

Two aspects of change

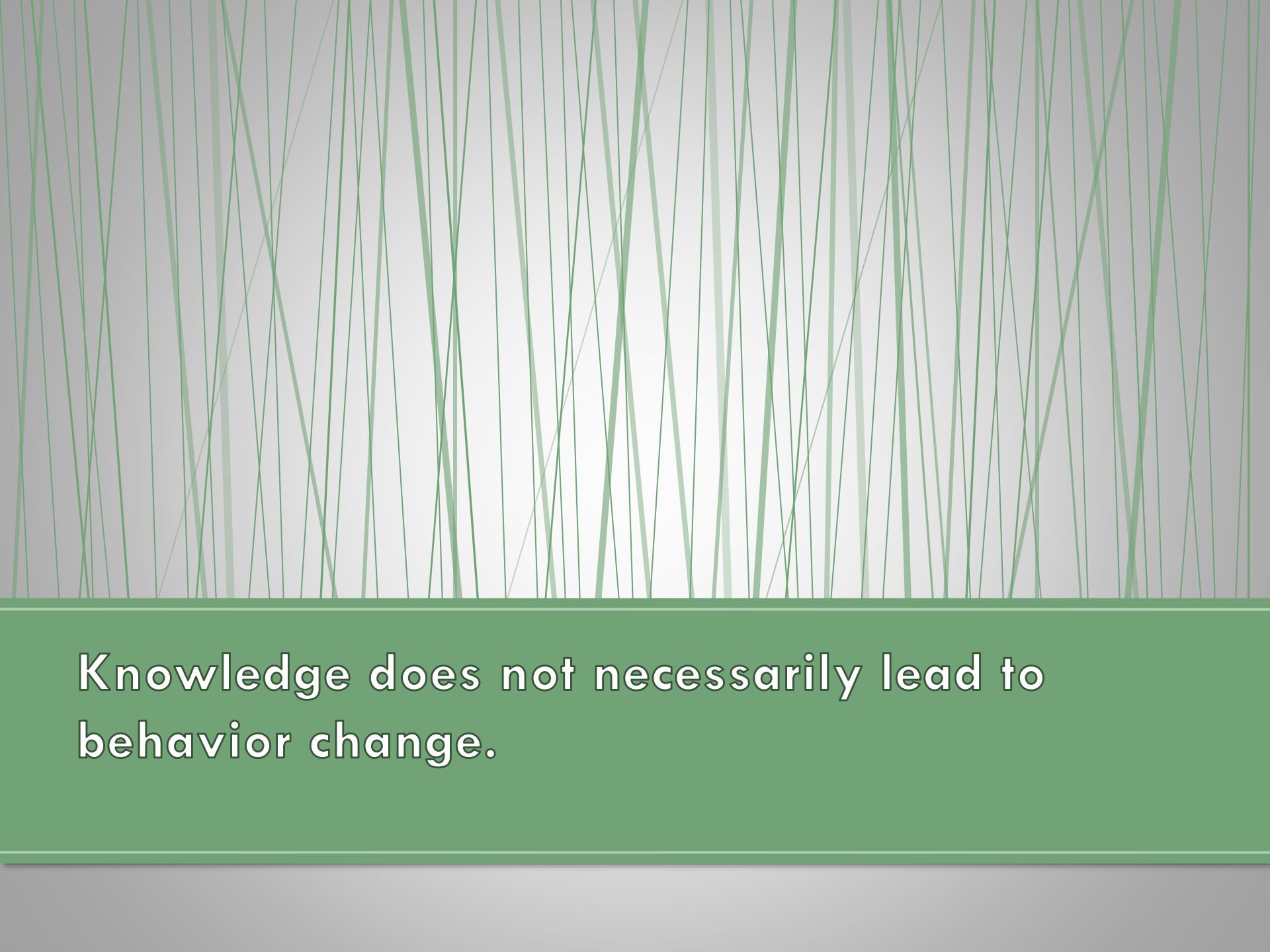
People



Things



How?



Knowledge does not necessarily lead to
behavior change.



Information works when:

- New
- Significant revision
- Long time since it has been given

SO?

What works?

Vision

- Knowing *why* you should do something motivates people to change.
- It is not enough to say “Because I told you to.”





Social Norms



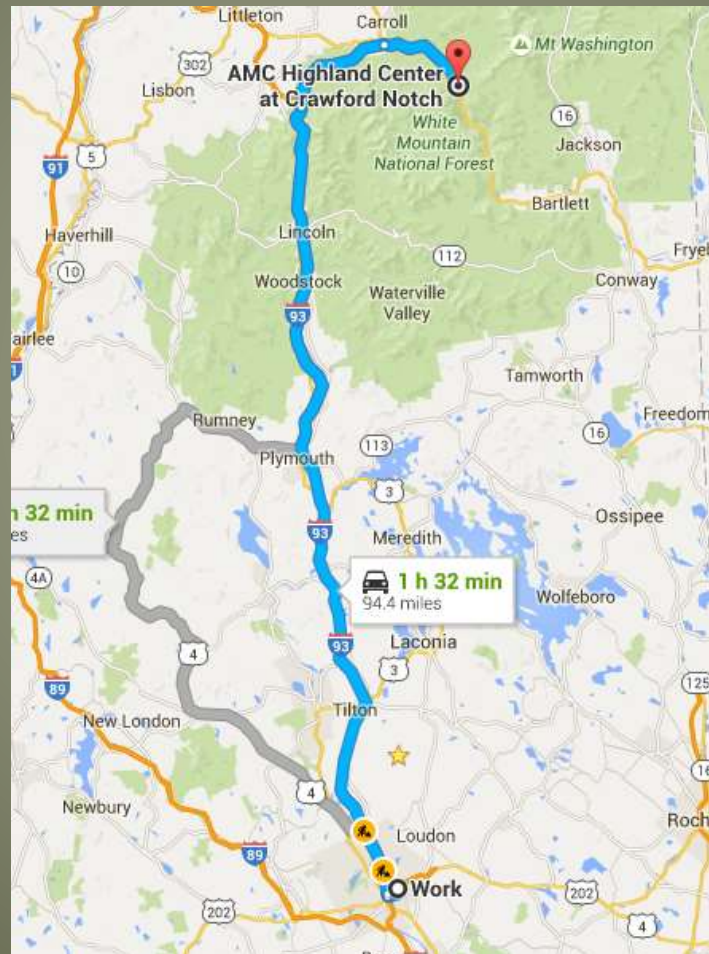
Social norms are a powerful tool of change.



The emphasis on peers who are doing a positive action will increase the likelihood that the audience would adopt or change a particular behavior.



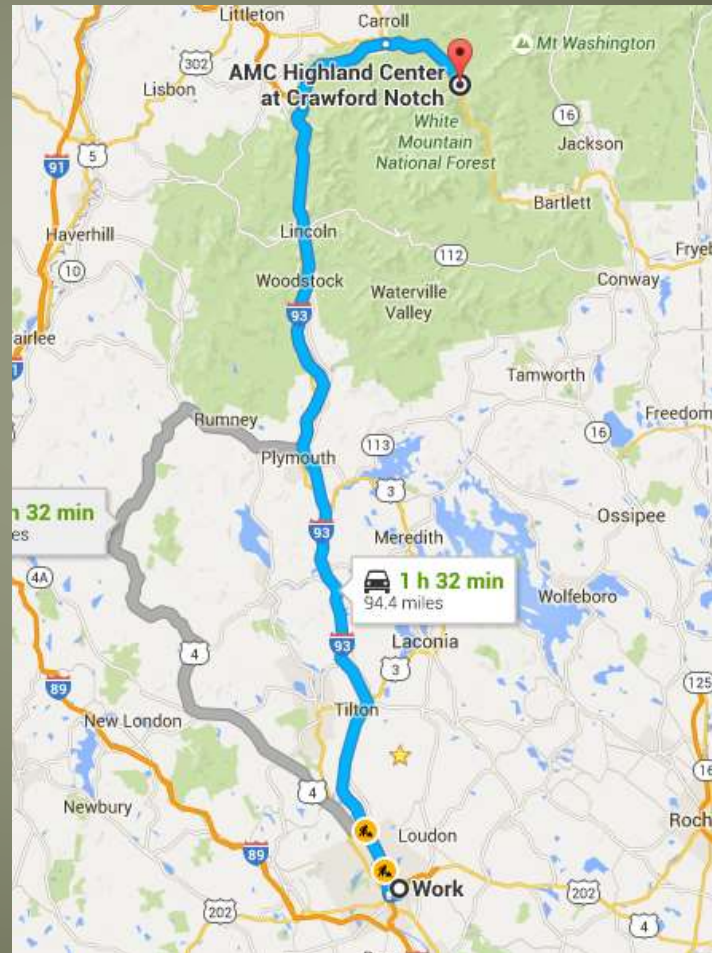
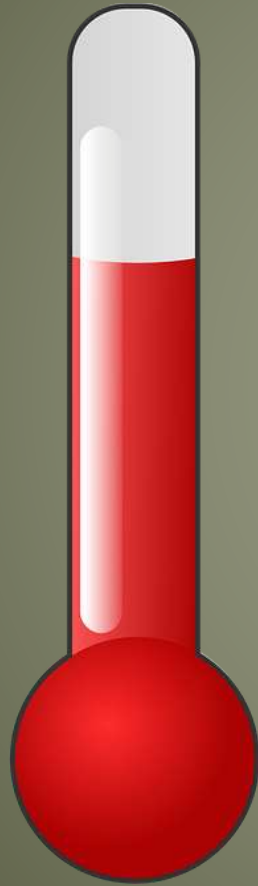
Action Plan



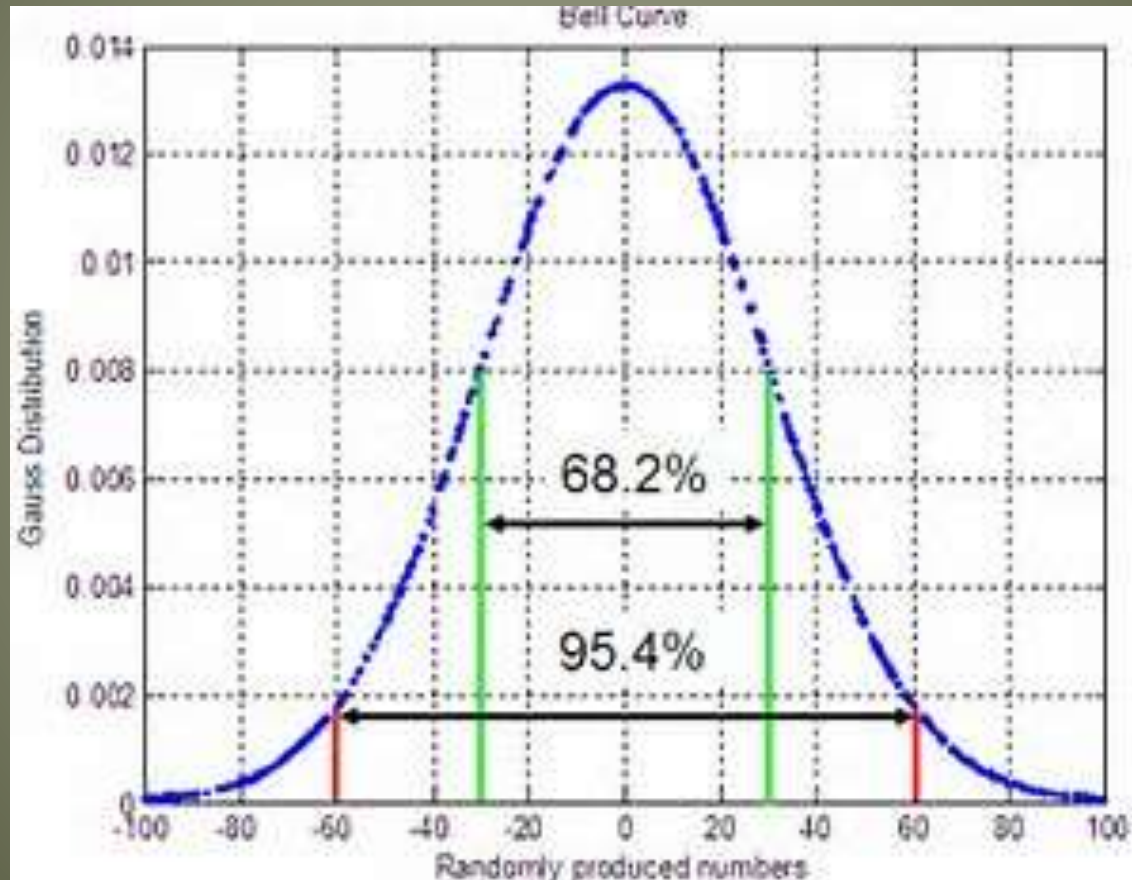
Action Plan

- Clearly define final objective
- Identify target audience
- Get informed
- Identify what barriers there are to making the change
- Develop strategies to reach your audience
- Develop a method to measure effectiveness

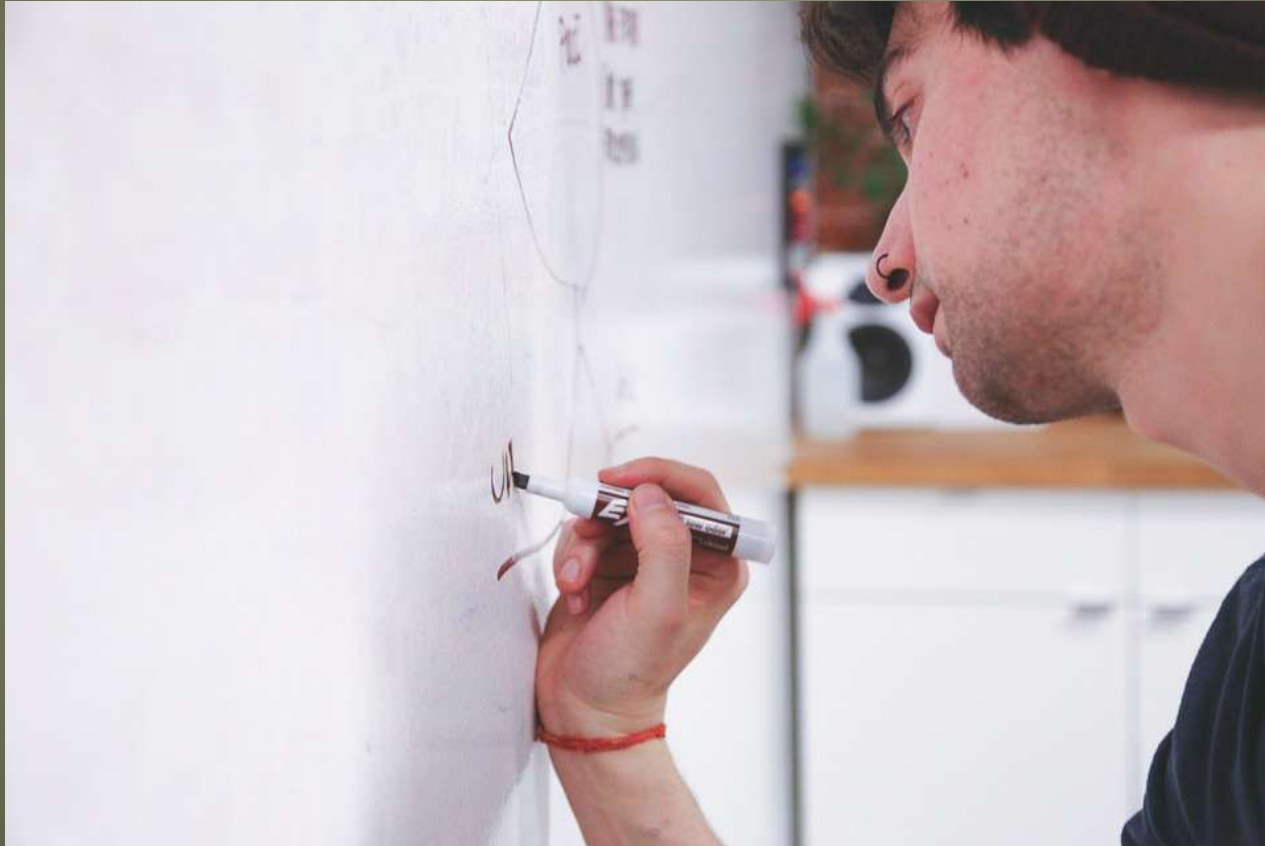
Clearly define final objective



Who is your target audience?



Get informed



What barriers are there to making the change?



Develop strategies to reach your audience.



Evaluate



The background of the slide features a series of thin, vertical green lines of varying heights and positions, creating a grass-like or reed-like effect. A solid green horizontal bar spans the width of the slide, positioned in the lower third. The word "Questions?" is written in white, bold, sans-serif font within this bar.

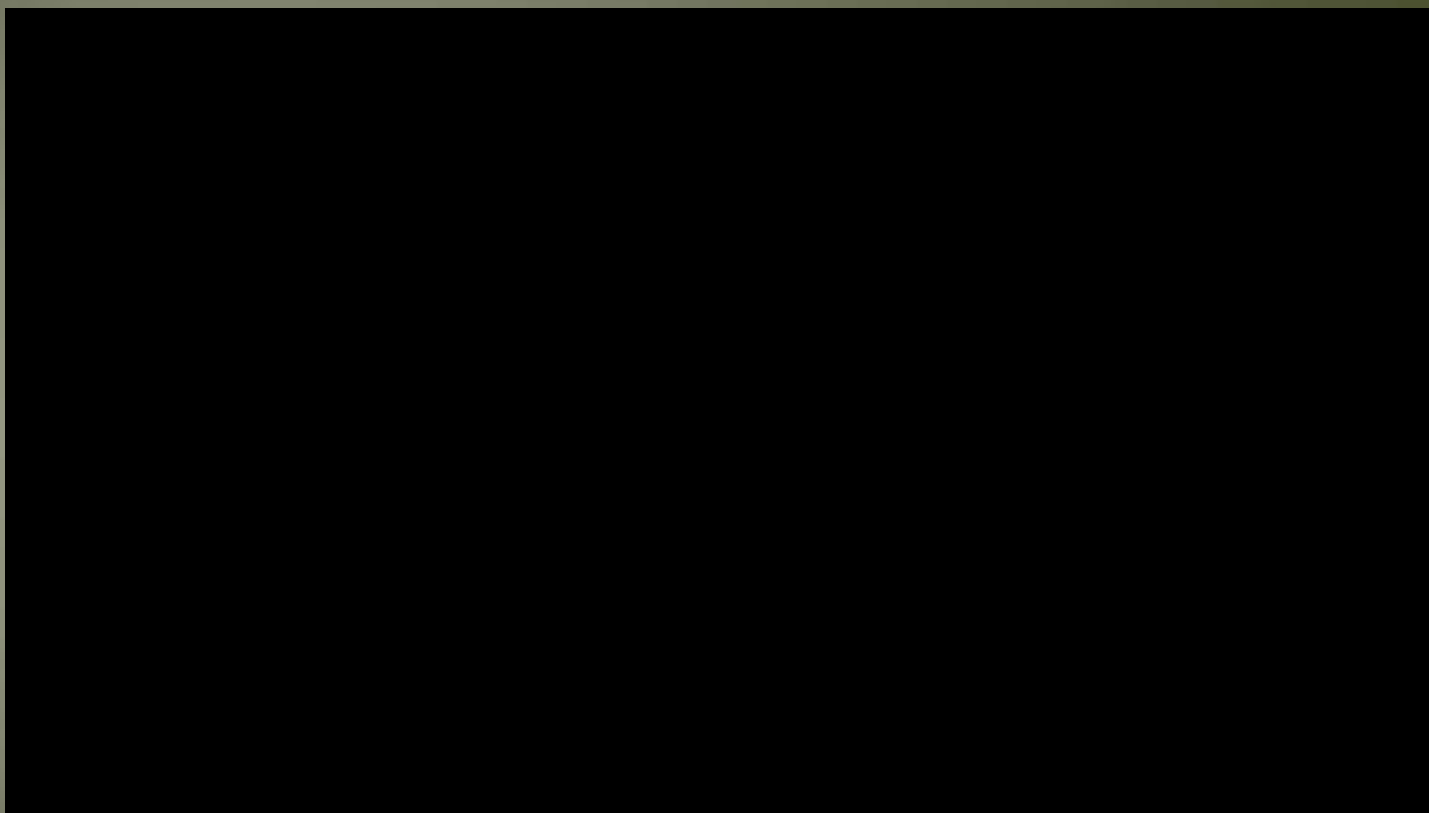
Questions?

Strategies

- Provide information
- Develop partners
- Identify role models
- Get involved
- Ask for a commitment
- Provide feedback
- Look for low hanging fruit
- Make it easy!
- Give incentives
- Use prompts

Information

- Vivid
- Personal
- Specific and concrete
- Stated in terms of loss, rather than gain
- Told as a story
- Emotional

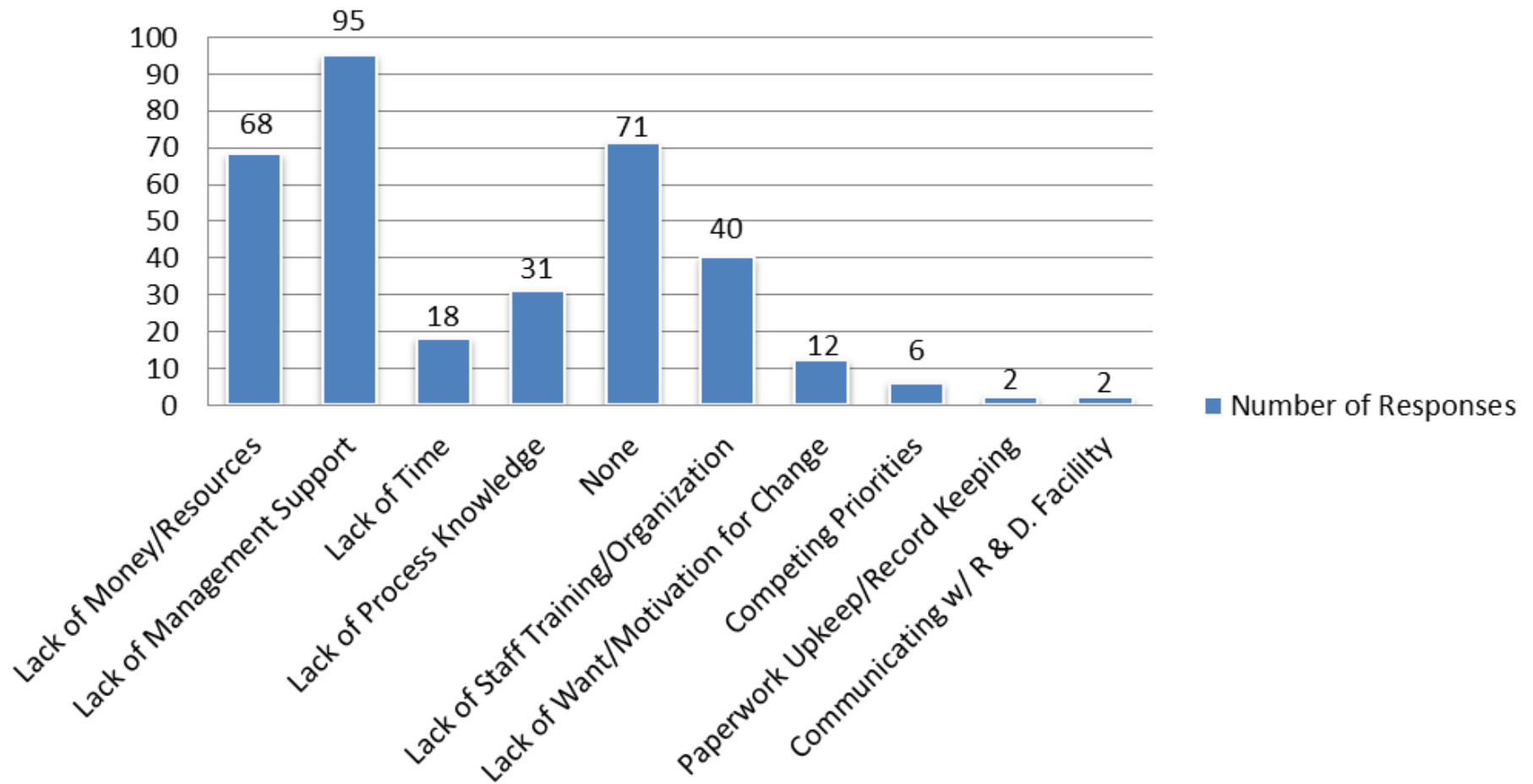


Catch The Rain

<https://www.youtube.com/watch?v=E2HmuZljejk&feature=youtu.be>

Develop partners

Pollution Prevention Survey Question 3



Identify role models



Get involved



Commitment



Commitment works best when:

- The behavior is clearly stated
- Relatively convenient to do
- The pledge is both written and public
- Is made freely
- The person can choose what they are committing to
- Reminding people of commitment helps maintain change

Provide feedback



Low hanging fruit



Make it easy!



Incentives

Join the Cash for Containers Campaign

Reduce Litter

Increase Recycling



=



Help us get a 10c refund on bottles and cans!

Prompts





Resources

- Doug McKenzie-Mohr, Ph.D.
Founder, Community-Based Social Marketing
Author, Fostering Sustainable Behavior
- <http://toolsofchange.com/en/home>
- Switch: How to Change Things When Change is Hard by Chip Heath, Dan Heath
- BJ Fogg TED Talk Forget Big Change; Start with a Tiny Habit

Questions?

- Cynthia Nelson
- cynthia.nelson@des.nh.gov
- (603) 271-6460